

1 FAM 350

BUREAU OF INTERNATIONAL INFORMATION PROGRAMS (IIP)

(CT:ORG-266; 04-25-2012)
(Office of Origin: ECA-IIP/EX)

1 FAM 351 AUTHORITIES

(CT:ORG-266; 04-25-2012)

The authorities for the Bureau of International Information Programs (IIP) are cited in the following:

- (1) U.S. Information and Educational Exchange Act of 1948, as amended, 22 U.S.C. 1431 et seq. ("Smith-Mundt Act");
- (2) Title VIII, Public Law 102-511, 22 U.S.C. 5801 et seq. ("Freedom Support Act");
- (3) Public Law 101-179, Support for East European Democracies Act of 1989 ("SEED Act"), 22 U.S.C. 5401 et seq.;
- (4) The Mutual Educational and Cultural Exchange Act of 1961, as amended, 22 U.S.C. 2451 et seq. ("Fulbright-Hays Act"); and
- (5) Public Law 105-277, Section 1601; 22 U.S.C. 6601 ("Foreign Affairs Reform and Restructuring Act of 1998").

1 FAM 352 MISSION PURPOSE AND OPERATIONAL PRIORITIES

1 FAM 352.1 Mission Purpose

(CT:ORG-266; 04-25-2012)

The Bureau of International Information Programs (IIP) is the State Department's public diplomacy (PD) communications bureau, leading the Department's support for post PD efforts and engagement with overseas audiences. IIP programs transcend policy dissemination to engage an international audience in a sustained, meaningful interaction about the spectrum of U.S. policy objectives. IIP's mandate is to develop and deploy a range of communications platforms, especially in the rapidly evolving and increasingly influential social media field that audiences around the world today use to communicate and receive information.

1 FAM 352.2 Operational Priorities

(CT:ORG-266; 04-25-2012)

To accomplish its mission, IIP focuses on six operational priorities:

- (1) Support embassy public diplomacy operations by providing the products and programs that meet posts' strategic needs;
- (2) Use audience research to increase the efficiency and effectiveness of IIP products, as well as to provide posts and the Department with key insights into reaching target audiences;
- (3) Shape the narrative and the policy message by curating and creating informed, focused, and engaging content for distribution on multiple platforms that reach strategic audience segments;
- (4) Shift content distribution to third-party platforms used by target audiences—especially youth—in order to reach them in their own languages and through the media they prefer;
- (5) Identify new technologies and new products that keep public diplomacy communication techniques on the forefront of innovation; and
- (6) Improve operational effectiveness by finding new ways to deliver key services and products in a cost-efficient way.

1 FAM 353 ORGANIZATION

(CT:ORG-266; 04-25-2012)

The Coordinator of the IIP is the head of the bureau. He or she reports to the Under Secretary for Public Diplomacy and Public Affairs (R). The Coordinator has the rank administratively equivalent to an Assistant Secretary. The Principal Deputy Coordinator has the rank administratively equivalent to a principal deputy assistant secretary. An organization chart of IIP is found at 1 FAM Exhibit 353.

1 FAM 354 BUREAU OFFICES

(CT:ORG-266; 04-25-2012)

- a. In 2011, IIP was reorganized into four major groups:
 - (1) Regional Coordination and American Spaces;
 - (2) Content Development;
 - (3) Platform Management; and
 - (4) Content Support Services.
- b. In addition, the bureau has two smaller stand-alone offices:

- (1) Policy and Outreach; and
- (2) Audience Research and Evaluation.

1 FAM 354.1 Regional Coordination and American Spaces

(CT:ORG-266; 04-25-2012)

The two offices within the Regional Coordination and American Spaces group are dedicated to providing field support and programs to embassy public diplomacy sections.

1 FAM 354.1-1 Office of Regional Coordination

(CT:ORG-266; 04-25-2012)

- a. The Office of Regional Coordination is organized into six divisions that mirror the Department's six regional bureaus:
 - (1) Africa (AF);
 - (2) East Asia and Pacific (EAP);
 - (3) Europe and Eurasia (EUR);
 - (4) Near East (NEA);
 - (5) South and Central Asia (SCA); and
 - (6) Western Hemisphere (WHA).
- b. Each division acts as the primary point of contact within IIP for the public diplomacy needs of its respective field posts and of the Department's corresponding regional bureau. It is the responsibility of each division to know IIP product inventory, audience research findings, and key regional policy issues to help constituent field posts meet their public diplomacy objectives. The divisions develop program and product proposals to meet mission goals, and advise posts on the broader menu of IIP products and services to help them reach out in innovative ways to their audiences. The divisions advise other IIP offices on post-specific and regional issues to help improve and target IIP products and services for the field.

1 FAM 354.1-2 Office of American Spaces

(CT:ORG-266; 04-25-2012)

- a. This Office of American Spaces manages the information resource officer (IRO) corps and supports the network of more than 700 American spaces abroad, including information resource centers (IRCs) and American corners. These American spaces help advance U.S. foreign policy objectives by providing:

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- (1) Unique locations for civil society activity;
 - (2) Venues for effective and valued programs such as English teaching; promotion of study in the United States; and the gathering of exchange program alumni; and
 - (3) An enduring symbol of U.S. commitment to a long-term relationship with the host country.
- b. IROs stationed abroad work closely with embassy public diplomacy officers in their region to ensure that outreach and information services are cost-effective, of the highest quality, and consonant with the mission's public diplomacy strategy. They also provide strategic communication consulting, social media training, and support on a variety of public diplomacy issues.
- c. Washington-based IRO staff provides strategic as well as administrative oversight of the American Spaces program, including developing programs for local audiences, identifying appropriate content for IRCs and American corners, and liaising in the Department with M, the Bureau of Diplomatic Security (DS), and the Bureau of Overseas Buildings Operations (OBO) on facility-related issues.

1 FAM 354.2 Content Development

(CT:ORG-266; 04-25-2012)

- a. The Content Development group encompasses three offices that curate or produce all content created within IIP, whether consisting of material to be used in posts' public diplomacy operations or products that reach foreign audiences directly. This group's output includes written, video, audio, and mixed-media products and content. All such content may be either short-term or long-term in nature, and in short or long format.
- b. Within the Content Development group, the Office of Talent Management and Partnerships secures leading U.S. experts for programming with foreign audiences, either electronically or in person.

1 FAM 354.2-1 Office of Written Content

(CT:ORG-266; 04-25-2012)

- a. The Office of Written Content develops all written content and ensures that it is consistent with the Department's policy positions and appropriate for use by posts and on IIP communication platforms.
- b. There are three divisions within this office:
 - (1) The Features Division produces content appropriate for digital use on social media sites;
 - (2) The Publications Division produces long-form content used for digital or

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print journals, pamphlets, books, and poster shows; and

- (3) The Production Division oversees all aspects of print and digital production, including design, layout, and photo-sourcing.

1 FAM 354.2-2 Office of Video Production and Acquisition

(CT:ORG-266; 04-25-2012)

- a. The Office of Video Production and Acquisition produces video content and curates third-party products for use by posts and on IIP communication platforms.
- b. This office has two divisions:
 - (1) The Video Production Division produces video content for social media and program use. Its staff also provides the technical expertise for IIP's video production equipment and manages the digital media center, which is an archival and retrieval platform; and
 - (2) The Video Acquisitions Division acquires international rights to externally produced video for use by posts and American spaces.

1 FAM 354.2-3 Office of Talent Management and Partnerships

(CT:ORG-266; 04-25-2012)

The Office of Talent Management and Partnerships recruits talent in the form of recognized American experts in a variety of fields for posts' public diplomacy programs. This programming may be conducted either through in-person speaking engagements abroad or through digital platforms. The office identifies talent appropriate to post programming requirements, manages relationships, negotiates agreements, and coordinates their use by posts. In addition, the office identifies target-of-opportunity speakers who are traveling abroad on their own.

1 FAM 354.3 Platform Management

(CT:ORG-266; 04-25-2012)

- a. The Platform Management group manages the distribution platforms IIP uses to communicate its policy messages either through posts or directly to foreign audiences. It uses and processes the materials produced by the Content Development group. Among the responsibilities of the Platform Management group are exploring potential public diplomacy uses of new technology, providing training and toolkits for new media uses, and managing a public diplomacy-wide social media collaboration Web platform.
- b. The Platform Management group is organized into three offices:
 - (1) Web Engagement;
 - (2) Innovative Engagement; and

(3) CO.NX/DVC (Virtual Events and Speakers).

1 FAM 354.3-1 Office of Web Engagement

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The Office of Web Engagement packages material created or curated by the Content Development group for posts to feed to local third-party Web sites and manages outreach via third-party platforms, aggregators, and social media sites, both in English and other languages, to engage foreign audiences and involve them in discussions. This office pushes out content on the platform most appropriate to reaching target audiences.

1 FAM 354.3-2 Office of Innovative Engagement

(CT:ORG-266; 04-25-2012)

The Office of Innovative Engagement coordinates research and development by conducting pilot testing of new technologies that have a potential public diplomacy use. The office establishes working relationships with industry leaders, keeps up to date with industry developments, and informs posts and the bureau of best practices and uses of new technology.

1 FAM 354.3-3 Office of CO.NX/DVC

(CT:ORG-266; 04-25-2012)

The Office of CO.NX/DVC works with State's functional and regional bureaus as well as overseas posts to create and execute targeted digital outreach events. In addition to traditional two-way video conferencing, it deploys an interactive Web chat platform that provides live video streaming, real-time polling, and interactive chat in multiple languages. The office manages the technology and equipment used to operate the system; trains posts in equipment usage and production fundamentals; and coordinates global participation in high-visibility events.

1 FAM 354.4 Content Support Services

(CT:ORG-266; 04-25-2012)

- a. The Content Support Services group manages the IIP infrastructure support needs for both the bureau and overseas posts. It is composed of four offices:
 - (1) IT Applications;
 - (2) Content Management Systems;
 - (3) Translation Services; and
 - (4) Logistics.
- b. Among its responsibilities are maintaining the bureau's expertise in public

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diplomacy information and management systems, digital online delivery, search, navigation, and usability design for all platforms; managing the process and quality of foreign language translations; and managing IIP's logistical support needs and the majority of its vendor contracts. The Content Support Services group manages IIP participation in the Department's Internet Steering Committee.

1 FAM 354.4-1 IT Applications

(CT:ORG-266; 04-25-2012)

The Office of IT Applications supports IIP's extensive customized, automated information and management systems used by the bureau, posts, and American spaces worldwide. It adapts and integrates off-the-shelf products, creates custom applications, and ensures that all required U.S. Government mandates and security requirements are met; and coordinates server and telecommunications requirements and provides user training on the applications.

1 FAM 354.4-2 Office of Content Management Systems (CMS)

(CT:ORG-266; 04-25-2012)

The Office of Content Management Systems (CMS) manages many Department sites and more than 450 embassy and consulate Web sites. These sites are compliant with U.S. Government mandates and provide posts with a simple interface for maintaining and updating their Web sites. The office manages the extensive server and telecommunications infrastructure required to operate all embassy and consulate Web sites. It also provides training to the field, usage metrics, and a standard design and information architecture for Web sites, as well as emergency management of post sites during crises.

1 FAM 354.4-3 Office of Translation Services

(CT:ORG-266; 04-25-2012)

The Office of Translation Services manages translation of materials developed by the Content Development group, as well as speeches and statements by the President and the Secretary of State. It is staffed to provide in-house capability for a number of languages, including Arabic, Chinese, French, Persian, Portuguese, Russian, and Spanish. Translation of these languages is done via in-house and contract translators. The office is also able to secure translations in other languages as necessary.

1 FAM 354.4-4 Office of Logistics

(CT:ORG-266; 04-25-2012)

a. The Office of Logistics provides and manages infrastructure services in support

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of the Bureau of International Information Programs' priorities and worldwide programs. This encompasses all logistical support of the U.S. expert's program including:

- (1) Macro-budget oversight and support;
 - (2) Contract management;
 - (3) Reconciliation and payments;
 - (4) Grants processing and travel requests; and
 - (5) Producing financial and status reports of the expert's program.
- b. The office develops reports to help IIP and departmental leadership assess the impact of the bureau's priorities and worldwide programs.

1 FAM 354.5 Policy and Outreach

(CT:ORG-266; 04-25-2012)

As a unit of the IIP's front office, the Office of Policy and Outreach manages the bureau's strategic planning, writes policy papers for IIP leadership, and coordinates global issues and communications strategies. The office works with the Department's functional bureaus to develop content packages that highlight key events and messages. It also coordinates IIP's participation in the Department's strategic planning process and manages the bureau's outreach program to Department principals, Congress, academia, and the media.

1 FAM 354.6 Audience Research and Evaluation

(CT:ORG-266; 04-25-2012)

- a. The Office of Audience Research and Evaluation provides audience analysis that informs posts and the bureau's decisions on content production and platform distribution, as well as data on media usage by target audiences. Its focus is to provide posts with the information they need to create effective public diplomacy programs. Activities include mining available third-party and U.S. Government research, updating posts and IIP offices on audiences and media usage trends, and designing and overseeing custom research projects.
- b. The office conducts evaluation and measurement activities required by the Government Performance and Results Act (GPRA) for IIP and the Bureau of Public Affairs (PA), and ensures GPRA compliance by the Bureau of Educational and Cultural Affairs (ECA). The office also evaluates the effectiveness of IIP programs, reporting such results and data through a formal reporting process and presentations to the Department, the Office of Management and Budget (OMB), Congress, and other agencies.

1 FAM 355 THROUGH 359 UNASSIGNED

1 FAM EXHIBIT 353 BUREAU OF INTERNATIONAL INFORMATION PROGRAMS (IIP)

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